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Digest

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"Allez-Helley"

IN World War I, the Canadian soldiers were considered wonderful fighters, but so enthusiastic were they to take a position, that occasionally, when told to retreat, they went on and took the hill. Not in accordance with the old school tie military orders, but valiantly.

Your editor's eldest brother, having been a volunteer during World War I, leaving in 1914 for overseas, and returning in 1919, would tell the family many stories concerning the Canadians, and the tough positions they were given; it is from him we learned the expression "Allez-Helley", with which retort the Canadians moved forward and refused to retreat.

As a member of the Motion Picture Theatres Association of Ontario, we received a letter concerning the proposed 20% Amusement Tax which the Ontario provincial government will impose as soon as the federal government relinquishes the tax. The letter proved a shock and a surprise. It is our opinion that it never should have been written, for its effect upon the writer was "Allez-Helley".

We are not alone in our opinions. From several towns and cities in Ontario, we have received editorial clippings, in which the press has expressed opposition to such a "discriminatory tax", despite the statement that a separate fund will be established for such a worthy and necessary cause as hospitalization.

An editorial in the Kingston Whig-Standard, Saturday, April 3rd, is headed, "The Ontario Government Discriminates Against People Who Go To Movies". From it we quote: "The proposed Ontario rate is the same as that imposed by the Federal Government as a wartime measure. There is only one good thing about this legislation; it will provide much-needed financial assistance for the hospitals of Ontario. Everything else about

it is bad. It is wrong in principle, in our opinion, and in practice it will obviously discriminate most unfairly against people who go to moving pictures and other amusements.

"It is wrong, we believe, to levy a tax on one group of people and earmark it for the sole benefit of another group. In this instance, movie-goers are to be forced to pay taxes for the benefit of people who need hospitalization.

"This means that a nuisance tax will be maintained, at an inordinately high level. It means an unjust levy on everyone attending most amusements in Ontario. It is amazing that this legislation was passed not only without criticism from the Liberal members of the Legislature, sitting in the opposition benches, but actually with their approval.

"The persons most affected by this tax are those who go to the movies, the great majority of such persons are well below middle age, yet we venture to say that the majority of persons needing hospitalization is made up of those in the age groups from middle age upwards. In addition, the great majority of movie-goers are persons in medium or low income brackets. Many, perhaps most of them, can ill afford to pay taxes, yet this legislation imposes almost punitive taxation on the comparatively few dollars they are able to spare for amusement.

"Premier Drew can find no excuse in the fact that the rate was set by the Federal Government. That was done in the emergency of the war years, when the Dominion's desperate need justified almost any means of drawing off surplus purchasing power. There is no justification whatever for the Ontario Government's decision to keep the amusement tax at its wartime level."

Referring again to the letter from the Motion Picture Theatres Association of Ontario, our reply to it should be the historic Canadian battle cry, "Allez-Helley"

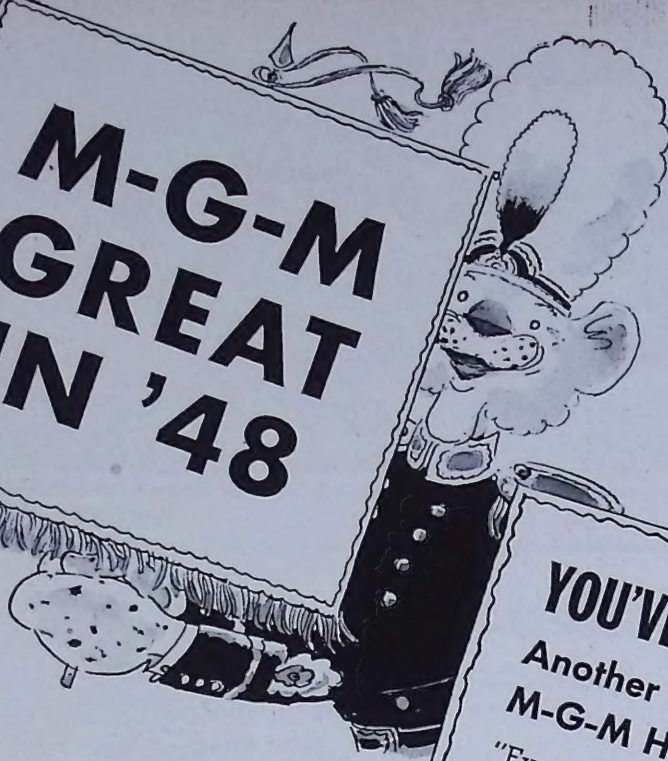
—EDITOR

PUBLISHED BY

CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

277 VICTORIA STREET

TORONTO



**M-G-M
GREAT
IN '48**

YOU'VE GOT "A DATE WITH JUDY!"
Another California Preview... Another
M-G-M Hit! (Telegram):

"Everybody will be after A DATE WITH JUDY when they hear about her sensational preview debut at Glendale last night. Here's another big one for MGM's new hit parade, a Technicolor treat as fresh and exuberant as youth itself. Score another smash for producer Joe Pasternak, Director Richard Thorpe and stars Wallace (Wait Till You See Him Rhumba) Beery, Jane (Velvet Voiced) Powell, Elizabeth (Sweet Sixteen, And How) Taylor, Carmen (Hallo Keed) Miranda, Robert (The Gals New Rave) Stack, Scotty (Grownup) Beckett and Xavier (Nougats to You) Cugat. Another reason why MGM is great in '48."

M-G-M's GOT THE PICTURES!

Frank Capra's "STATE OF THE UNION"
"HOMECOMING"
"THE BRIDE GOES WILD"
"B.F.'s DAUGHTER" (Technicolor)
"THREE DARING DAUGHTERS" (Technicolor)
"ALIAS A GENTLEMAN"
"THE PIRATE" (Technicolor)
"SUMMER HOLIDAY" (Technicolor)
Irving Berlin's "EASTER PARADE" (Technicolor)
"BIG CITY"
"ON AN ISLAND WITH YOU" (Technicolor)
"A DATE WITH JUDY" (Technicolor)
"JULIA MISBEHAVES"
"A SOUTHERN YANKEE"
And More!

RAY PRESENTS



AT His Majesty's Theatre, Montreal, R-K-O's much discussed picture, "Mourning Becomes Electra", played to good business, two shows daily, matinees at 75c, and evenings \$1.00.

I met George Degnon, R-K-O publicity director, while in Montreal, and he advised me that good houses were obtained during the entire week.

I attended the Friday evening show with Molly Foreman, Alliance Montreal office, Maurice Elman, Alliance St. John office, and Mrs. Elman. The house was filled.

Two characterizations stand out in "Mourning Becomes Electra". Rosalind Russell's portrayal of "Vinnie", and Michael Redgrave's characterization of her brother. Kate Paxinou was excellent as their mother.

AS this is a Theatre Guild — Eugene O'Neil opus, one should know what to expect.

Playing the picture at \$1.00 top, would lead one to conclude that the audience would be typed, and recruited from Theatre Guild enthusiasts, Eugene O'Neil disciples, and those who like their Drama spelled with capital letters.

Looking around at the audience, I found a mixed patronage, not any different than the one you see in our general admission movie theatres.

Not one patron left the theatre without discussing the picture. Some expressed themselves as liking the picture very much. Others appeared to be not quite so sure. All agreed that the production and the acting were tops.

I DO not believe that the cross-current complexes in "Mourning Becomes Electra", can be grasped easily, for not one of the many of the characters, with the exception of four, the girl who loves Vinnie's brother, the girl's brother, Peter, in love with Vinnie, the father played not so brilliantly by Raymond Massey, and the gardener, are what we consider average, normal humans. They rather are involved humans, who permit their loves and hates, who direct their thinking and living along violent emotional channels, for the destruction of others, and ultimately for the destruction of their own lives.

In my opinion, "Mourning Becomes Electra", is Theatre, and as Theatre, it must be judged and enjoyed as such. The fact that it is being presented upon the screen does not change its form. It still retains its character as a profound tragic play, true to life, but a reflection of life with which many of us are unfamiliar.

But being unfamiliar does not make the characters and their actions less true, less possible.

MOST of us have in mind, a pattern of family life, and most of us follow such a pattern. Some break the pattern because of an infatuation, or a great love for someone out of the family circle; this creates gossip, audible censure from some, and from others, sly approval.

Such happenings, as a broken family, are frequent, and are not considered abnormal, nor unusual. However, a recent occurrence, the report that Jose Negrete, of Los Angeles, had his marriage annulled so that he could marry his mother-in-law, is a bit of a shock, but the fact that it is his mother-in-law who is involved, gives rise to some amusement, and the humor nullifies the shock of this unusual love interest.

Had he annulled his marriage to marry his mother, or his sister, we would find no humor in such a situation, and would be wholly shocked.

IN Egypt it was not, according to historians, unusual for reigning kings to marry their sisters, and there is an old and similar story about Cain and Abel, which I have heard.

My father, who was fond of delving into manuscripts of antiquity, told me this story when I was quite a little girl. Cain had a twin sister when he was born, and Abel also had a twin sister. Cain was in love with Abel's twin sister, and Cain slew Abel because he desired Abel's sister.

There is also the story of Lot and his daughters, one of whom drugged her father with wine, that she might have a child with him.

In considering "Mourning Becomes Electra", as a story, one must delve into what may be termed, "the facts of life", and having done a little exploring, the love of a daughter for a father, the love of a son for his mother, may not become an obstacle to credulity.

RECENTLY I read in Time (April 12th), that in Tokyo, a government ordinance was blamed by Kura Nagoka, who is 82 years old, for her retirement, "after 70 years as a practicing geisha".

This story also appeals to our sense of humor, and yet, referring again to a story in the Bible, we read that Sara had her first-born son, Isaac, when she was long past the child-bearing age, and during that period in her life, when according to medical science, she should have been physically incapable of bearing a child.

My father told me her age was 70. He found the age in one of his old manuscripts.

Millions of people have accepted the Sara and Abraham story, without doubting its authenticity.

"Mourning Becomes Electra" is not, as you will now have concluded, "Escapist Entertainment", neither is the world in which we live an escapist paradise.

DRS. JURGEN RUESCH and KARL M. BOWMAN, of the University of California, division of psychiatry, recently made a statement that the U.S. middle class "consists mostly of fine upstanding citizens, who mind the conventions and obey the law". The question is asked, "What does it get them?" The answer to these medical authorities is, "Ulcers and trouble with their wives".

These doctors had a report in the Journal of the American Association, which stated that the middle class are "particularly prone to psychosomatic (mind-body) troubles and chronic illnesses.

Making good is a dominant cause in the maladjustments which follow, but another is being "too respectable to blow off tensions by getting mad, beating somebody up, and being hauled away in the paddy wagon to cool down".

THE doctors state that all the patients studied were above average in intelligence.

Evidently, straining to achieve, suppressing emotions, suffering from inhibitions, produce duodenal ulcers and thyroid disorders, according to Drs. Ruesch and Bowman.

There is a much saner, safer method of "blowing steam", and that is in the development of Faith and the transmutation of emotional impulses into creative channels.

THE characters in "Mourning Becomes Electra" would have made life safer for others, and for themselves, had they not fed upon their passions until these passions became destroyers. It would have been better for Vinnie had she learned to bend her knee, rather than to have become a "peeping Thomas" who incited murder.

(Continued on Page 8)

Toronto and District

By BILL PRESS

A MOVEMENT has been launched, in Canada, for the establishment of a national industrial film council, under the sponsorship of the National Film Society, in co-operation with the National Film Board, for encouragement of the use of industrial and company-sponsored pictures.

At a general meeting of trade and industry representatives, from Toronto, Montreal and Ottawa, which was held April 14th in the Canadian Capital, a provisional committee was started to work out organization details. Three members of the committee were appointed as follows: Graeme Fraser, who represented the Film Producers Association of Canada; T. V. Adams, of the National Film Board and Gordon Adamson, executive secretary of the National Film Society, who was chairman of the meeting. About 30 industrial bodies were represented at the meeting but they did not name members to the provisional committee pending further information.

Two representatives from Associated Screen News Limited, Montreal, David Mackenzie and Ernie Roberts, attended the Ottawa conference as observers and did not take part in the discussion.

A statement said the proposed industrial council had been approved by the Association of Canadian Advertisers, Canadian Association of Advertising Agencies, the Film Producers Association of Canada, the National Film Board and other bodies. Provision was made for a "board of review" to pass upon company-sponsored and industrial films for general distribution, the sponsor's name to appear with the film title if the board is satisfied. A rating scale refers to films where the sponsor's interest is an integral part, to films making a direct reference to a specific product or service whether pictorial or in text and to other types of pictures.

Stanley Rand, speaking for the National Film Board, gave a brief outline of the NFB industrial film councils and the scope of industrial pictures, assuring the co-operation of the NFB field staff in the use of sponsored films.

Minutes of the meeting are to be distributed among the industrial firms of Canada before another gathering is held.

The Brant, at Brantford, is putting on a Saturday matinee for juveniles at one and three o'clock, after which the performances for adult audiences gets under way at 5.15 p.m. On April 10th, the early feature was "Tarzan and the Amazons" which was shown twice with shorts, then the adult picture, "The Long Night", was started for the supper and evening shows.

Following the distribution of the 1947 annual report of Famous Players Canadian Corp., arrangements are being made for the holding of the annual meeting, Monday, April 26th, at Toronto. While the gross income was down from the previous year, the net profit for the 53 weeks ending Jan. 3rd, was \$1,564,446.59, compared with \$2,844,956.51 for the 52 weeks in 1946.

The officers and directors listed in the annual report comprised: President, J. J. Fitzgibbons, C.B.E.; vice-president and treasurer, R. W. Bolstad; directors, Barney Balaban, George Weltner and Austin C. Keough of New York, Hon. J. W. de B. Faris, K.C., of Vancouver; H. P. Robinson, of St. John; Angus MacCunn, Noel G. Barrow and Norman S. Robertson of Toronto. The secretary is Mr. Barrow; assistant secretaries are L. G. Geering and J. A. Troyer and the assistant treasurers, W. E. Kerr and Mr. MacCunn.

Barney Balaban and Austin C. Keough are president and vice-president, respectively, of Paramount Pictures Inc., and George Weltner is president of Paramount International Films Inc., New York City.

The Toronto Evening Telegram gave a very nice spread, with pictures, of the three ladies at the International Cinema, including biographical sketches. They are Mrs. Yvonne Taylor, Mrs. Evelyn Proctor, the manager, and Mrs. Beatrice Fischer.

Marvin H. Schenck, vice-president of Loew's Inc., Eastern representative of M-G-M Studios, Eastern talent scout for M-G-M and supervisor of stage attractions at the Capitol Theatre, New York City, was a visitor in Ontario and Quebec.

At least one purpose of his trip was to have a talk with Barbara Ann Scott, Olympic figure-skating champion and successor to Sonja Henie. Following the discussions, Mrs. Clyde Scott, mother of the dainty skater, said: "We have signed no contracts". There is a growing impression that Barbara Ann will not turn professional, at least for a considerable time.

Three pictures were classified as "Adult Entertainment", by the Ontario Board of Censors, during the month of March. They were "Each Dawn I Die", "Your Red Wagon" and "East of Picadilly".

Cinema (Canada) Pictures Limited, Toronto, is scheduled to produce 30 religious short subjects for a new company, Beacon Productions, Toronto, the making of the films to be done at the Queensway Studios during the next five years.

The Canadian Moving Picture Digest

Entered as Second Class Matter

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Ken Cashman, film industry representative for Photo Engravers, proudly announces the birth of Linda Norrine, a seven pound baby girl. It is the first child for the Cashmans.

The next monthly dinner meeting of the Toronto Variety Club Tent will take place in the Fiesta Room, Prince George Hotel, on Wednesday evening, April 28th, beginning at 5.30 p.m. The business meeting will include a report from the delegates attending the Variety Convention at Miami, as well as the induction of new members.

Quebec Productions Corp. has bought the screen rights for "Un Homme et son Peche", which was written by Claude Henri Grignon. The story of which the English title is "A Man and his Sin", has been running as a CBC radio serial for some time.

Eastern Theatres Limited, a subsidiary of Famous Players operating the Toronto Imperial, showed a drop in gross income in 1947 to \$199,094 from \$241,990. The 1947 net profit of \$101,292 compared with \$103,780 in the preceding year.

The Biltmore, opened not long ago at New Toronto, has added four extra cartoons for the Saturday matinee showings. The Fox Theatre, in Toronto's Beaches district, is featuring a kiddies' matinee at 1.15 p.m. on Saturday.

G. E. Robinson, who has been in the moving picture industry in the United States and Great Britain since 1919, and more recently with the Film and Theatre section of the Control Commission in Germany, arrived in Toronto, coming over from London on the Empress of Canada, to join his wife and daughter here. A well-known figure in Wardour Street, the film row of London, he hopes to re-establish himself in the movie industry in Toronto.

H. A. Bercovich, of the Broadway Theatre, Regina, has been in Toronto and eastern Canada, recently, on a business trip.



1. Guarded by two of "Hamilton's finest"; J. L. Smith, president, and Selwyn Ginsler, sales manager of Alliance Films, pose with Sam Hebscher, manager of the Savoy Theatre, Hamilton, alongside the "star" of the "Congorilla" show and his trainer.

2. Part of the huge line-up opening night, which resulted in an all-time house record for both the opening and second day of the engagement.

3. The "gorilla" parades down one of Hamilton's busiest streets, much to the amusement and amazement of the populace.

4. Held firmly in the arms of the law, the "gorilla" reluctantly looks at the camera.

5. The "gorilla" and his trainer seen in front of Duncan's Book Store window, the largest book store in Hamilton, where Sam Hebscher promoted a full window display on the pictures and the Martin and Osa Johnson books.

6. Another tie-up, arranged by Sam Hebscher, was with a local distributor of General Tires, and resulted in a contest with four brand new tires being given away as prizes.

PHOTOS BY LLOYD BLOOM, HAMILTON



BY ACTUAL VOTE *-
"THE FUNNIEST PIC

SITTING

* TABULATED AUDIENCE POLL AT

IN TORONTO "SITTING PRETTY"
NEEDED TWO FIRST RUN THEA-
TRES TO HANDLE THE CAPACITY
CROWDS...AND NOW IT IS IN IT'S
SECOND MONTH AND BREAKING
"I WONDER WHO'S KISSING HER
NOW" RECORDS

Every Exhibitor Is Sitting Pretty With These Great
Gentleman's Agreement · Captain From Castile Technicolor · You Were Meant For Me

TURE EVER MADE!"

PRETTY

ROXY N.Y. SNEAK PREVIEW!

Robert
YOUNG · *Maureen*
O'HARA · *Clifton*
WEBB

SITTING PRETTY

with *Richard Haydn* · *Louise Allbritton*
Randy Stuart · Ed Begley · Larry Olsen · John Russell
Betty Ann Lynn · Willard Robertson

Directed by
WALTER LANG · SAMUEL G. ENGEL

Produced by
Screen Play by F. Hugh Herbert
Based on a Novel by Gwen Davenport



Attractions From **20th** Century-Fox

Call Northside 777 · Scudda-Hoo! Scudda-Hay! Technicolor · Fury At Furnace Creek

Vancouver News

By JACK DROY

HOLLYWOOD has moved in on Banff and Sunshine, Alberta, to the benefit of a number of Canadian skiers who will get parts in a motion picture that a Hollywood production group are shooting in the Rockies. Most of the picture, whose tentative title is "Shadow of Time", will be filmed in Canada during the next two months. 20th Century-Fox will also film "Canadian Pacific" in Western Canada this summer. The story was written by Jack de Witt, and pertains to the building of the world's largest transportation system. * * *

Dot Meadowcroft, from the Grandview Theatre, is the new secretary to Ivan Ackery at the Orpheum, succeeding Erna Stanger, who will now be a cashier at the Orpheum. Douglas Hawkins, formerly with the Paramount Theatre in Seattle, is a new addition to the Orpheum staff, succeeding Sandy Arenovsky, who is now on film row with United Artists. * * *

In future, the B.C. motion picture censor may officially classify any film as adult entertainment. This is provided for in an amendment to the Moving Pictures Act, introduced in the Legislature by Attorney-General Gordon Wismer. The amendment says "where a film is so classified, the censor may require that there be displayed prominently the words "adult entertainment" in as much of the advertising of the film as he deems necessary." * * *

The wife of Arthur Graburn, Odeon's B.C. head booker, passed away suddenly in her 38th year, leaving a baby girl, born 10 days ago. Burial was in Vancouver. * * *

George Nickerson, Walter Scott and associates have purchased property in Prince Rupert, B.C., and intentions are to build a 900 seat moving picture house and a two story business block. Famous Players operate the town's only theatre, the Capitol, a 750-seater. Many new industries are moving into this section of the province.

Al Goodwin, manager of the Olympia Theatre (Odeon), is doing capacity business on his radio shows, which are broadcast from the theatre each Saturday mornings. He fills his house with kiddies, who take part in the radio broadcast. * * *

The B.C. Censor Board has banned the showing, in the province, of the re-issue, "Scarface". The picture played most of the B.C. theatres when it was released, but this time the censor cracked down on it. Gangster pictures are having a lot of adverse publicity out this way in letters to the newspapers and other mediums. Pic was booked into the Odeon Hastings Theatre and was advertised to play next week, when the axe fell. * * *

Givan Studios of Vancouver redecored the Odeon Theatre at Abbotsford, B.C., which was damaged by fire last December. Interior decorations are outstanding for a small town theatre. * * *

Pete Barnes of Foto-Nite, Toronto, has added a third theatre to his B.C. circuit, having acquired the new Lulu Theatre at Brighouse, which is 3 miles from the Vancouver city limits. The theatre will seat 450 and Barnes is installing the latest Super Simplex projection equipment and a Simplex four star sound system. General Theatre Supply Company are supplying the equipment. The theatre is expected to open around May 15th; nearest theatre is the Odeon Marpole, 4 miles away. * * *

Bill Barnes, former theatre manager and also on local film row, is now the editor of the Nanaimo Free Press, one of Vancouver Island's progressive daily newspapers. * * *

Muriel May, well-known in local film row exchanges and who resigned from Sovereign Films, is making a name for herself as Sales Representative for British Properties Ltd., who are building a new township in West Vancouver across the inlet from here.

Honeymoon Bay, B.C., up coast from Vancouver, has one of the province's finest and up-to-date community halls. The structure cost \$89,000. Facilities are available, in the hall, for motion pictures, sports, and four bowling alleys are being completed. * * *

George Brewerton, who formerly operated a circuit of theatres in Southern Alberta with his brothers before he moved to Vancouver, where he bought out a roller rink, has sold it for \$50,000. He is anxious to get back into the theatre business in British Columbia. * * *

The Odeon-Plaza in downtown Vancouver is undergoing a complete face-lifting, which includes reseating, and interior redecoration. The complete new projection room equipment to be installed by Gaumont-Kalee will be the first British equipment to be used in a Vancouver theatre. Work will be done at night and over the weekend so that the Plaza will be able to continue performances during alterations. * * *

Jimmy McAllister, former Odeon circuit theatre manager and a Canadian Picture Pioneer, is again advance man this season for the Royal Canadian Shows in British Columbia and Alberta. * * *

Newsreel screens of the world will feature this year's William Lake stampede. Both Associated Screen News and the B.C. Government Travel Bureau intend sending their cameramen to the June meet. Town is in the midst of British Columbia's cattle country. * * *

Gordon Reambeault, manager of the Odeon at Haney, did not let the housing shortage bother him. He commutes the sixty miles each day via auto and keeps his Vancouver home. * * *

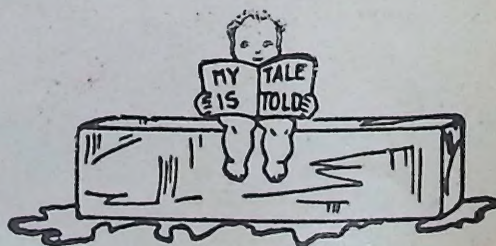
The Odeon Movie Club, which has been playing the suburban Oak Bay Theatre, Victoria, for the past two years, has been moved to the downtown Odeon Plaza at Victoria, and will be in direct opposition to the F-P Dominion Theatre's kiddy show in the same block.

RAY PRESENTS

(Continued from Page 3)

Her own and several other lives would not have been defeated in death, had she developed a Duodenal Ulcer for lack of Faith.

By now, you, who have not seen "Mourning Becomes Electra" will conclude that Vinnie was far from being a nice person. Rosalind Russell as Vinnie, is like a Grecian statue, beautiful, intelligent, majestic in her sense of Justice, but like Medea, in her tresses are coiled a nest of vipers.



Prefabricated Theatre Opened in Brampton

The Roxy Theatre, Brampton, the first prefabricated Quonset theatre in Ontario, opened its doors to the public on Tuesday, April 13th. Operated by National Theatres, the Roxy was built by National Theatre Sales Co., Canadian agents for the Quonset "40" Stran — Steel prefabricated structures.

Completely modern in every respect, the 618-seat Roxy Theatre has equipment and facilities which compare favorably with the most expensive theatres.

Built in only 18 weeks, despite much adverse weather, the Roxy has a spacious foyer and lounge, complete with comfortable restrooms, excellent sound equipment and a custom built candy bar, which can be supervised by the cashier.

The entire fireproof steel building is insulated against sub-zero weather and extreme heat. It is equipped with oil heating, a circulating hot water system, and an air cooling system, in the auditorium. The seat measurement, back-to-back is 34", which is more than the 32" necessary for leg room. The front of the theatre was constructed of Georgetown sand stone and fits harmoniously with the rest of the surroundings.

The theatre, itself, is 132 feet long, 40 feet wide and 24 feet high. Fifteen feet of the steel building was used for part of the front with a twelve foot structure in front of the steel building.

Architects were Molesworth, Secord and Savage, Toronto, and the building contractor was Joe Wolfond, Guelph, Ontario.

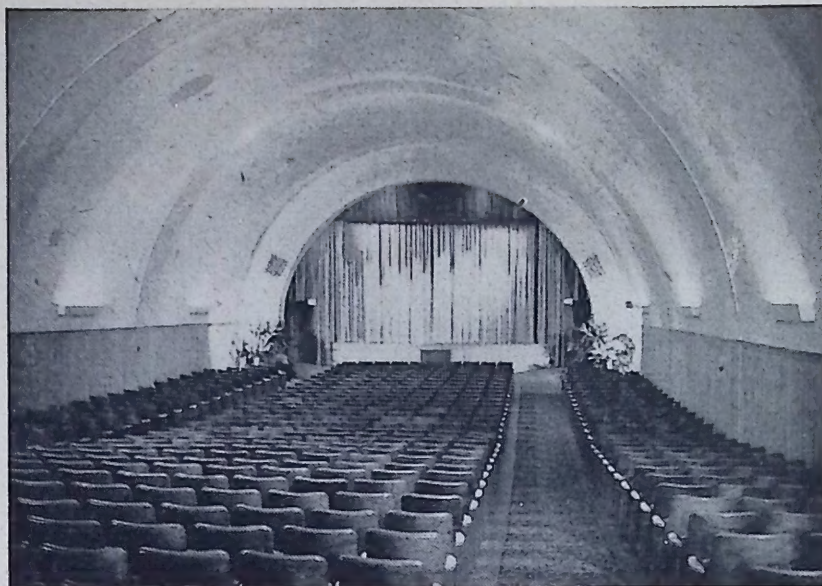
The second prefab type theatre to be built by National Theatres, a 420-seat house in Acton, Ontario, will be in operation early in May.

At an inspection party last Sunday, exhibitors from all parts of Ontario were on hand to personally observe the operational and functional design of the newest development in theatre construction.

National Theatre Sales Company state that in future, prefabricated theatres can be erected and in operation in 90 days. Complete sets of plans and specifications are prepared and are included when purchasing the prefabricated structures. Because the blueprints can be adapted to any seating capacity desired, the exhibitor is able to get a firm bid from the contractor, on all parts of the theatre.

Import of the steel parts is still allowed in Canada, and a 3 week delivery date is promised by the distributors.

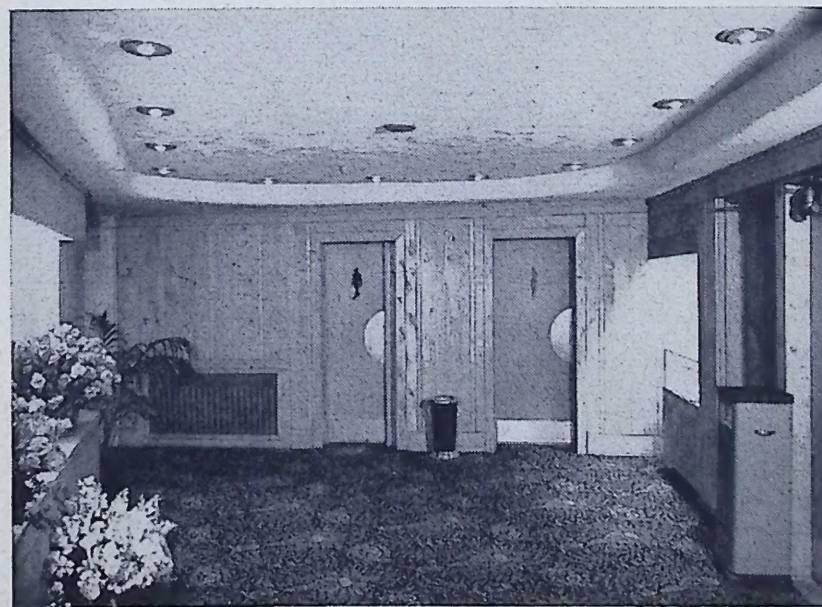
All plans are fully approved by the Theatre Branch of the Ontario government.



The interior of the Roxy Theatre, Brampton, first prefab house in Ontario, is spacious and has ample leg room between seats. Other features of the auditorium include a fully-equipped stage and hidden lighting in the curved ceiling.



The exterior of the new Roxy was constructed to fit in harmoniously with the surrounding brick and stone fronts. The marquee, although built for maximum economy, is able to adequately announce all features.



The foyer, with comfortable restrooms, combines an atmosphere of delicate lighting with restful surroundings.

Maritime News

By A. L. FAIRWEATHER

ARTHUR OWENS, a figure formerly well-known in the motion picture industry, in the Maritimes, passed away in Saint John recently. Mr. Owens was, at one time, manager of First National Films at Saint John. Following changes in that Company, Mr. Owens had, in later years, been with the Hugh MacKay Company, stockbrokers, but he always retained his interest in the friends he made while in our industry. The Maritime Film Board of Trade sent a wreath to the funeral and a letter of condolence to the relatives.

* * *

Mitchael Franklin, of the Franklin-Herschorn Circuit, was elected to the executive of the Saint John Retail Merchants' Association, at their annual meeting, held at Saint John, recently.

* * *

It is a Softball Association which the film exchanges are forming and not a baseball league. Your correspondent, not being an athlete (though she did play ice hockey in her young days) made that mistake in her report. The League will be known as the "Film Exchange Athletic Club" and, at present, members are holding a draw to raise funds for equipment. The draw will be held about May 10th and the tickets are being widely distributed for this worthy object. Mickey Komar, Empire - Universal branch manager, is to be the coach, having had experience in Winnipeg in this position with the Y.M.H.A. there. Mort Bernstein of B & L Theatres is secretary. A great deal of interest is being taken in this project.

* * *

Messrs. M. Bernstein and Joe Lieberman have gone to Hartland, N.B., where they will inspect progress on their new theatre there. It is expected to open about May 1st and will be called the "Capitol".

* * *

Visiting the Capitol Theatre, Saint John, and expressing delight with the house were Mr. and Mrs. Carl Mersson, of Halifax, N.S. Mrs. Mersson was formerly cashier at the Casino Theatre and is a niece of R. J. Roddick, Eastern Supervisor of Famous Players. Mr. Carl Mersson is Governor for the Lions Club of this District and addressed a gathering at Saint John, N.B. An enthusiastic "Lion" is Bill Gates, assistant manager of the Capitol at Saint John.

* * *

Samuel Babb of the Mayfair Theatre has left for Florida, where he will accompany his family home after their stay with J. M. and Mrs. Franklin.

Gordon Lightstone, Canadian general manager of Paramount Pictures, spent several days in Saint John, in conference with P. J. Hogan, local manager. Great enthusiasm is expressed by Paramount over the success of their picture "Unconquered", which is being held over, wherever dated.

* * *

Charles Staples, manager of the Queen Theatre, St. Stephen, was a visitor in Saint John, this week, as was also Lloyd Pollack of the Corner Theatre, Petitcodiac, N.B.

* * *

Your correspondent has received an invitation to attend the opening of the new Franklin-Herschorn theatre, the "Vogue" at Halifax, N.S., which will take place on April 26th. Mitchael Franklin will be in Halifax for the week previous to the opening, to supervise arrangements and final details, particularly in regard to the soda fountain which is under the direction of his company.

* * *

M. Simon, of the Publicity Department of M-G-M in New York, was in Saint John for a week-end before leaving for Montreal.

Trans-Canada Showing

Use This Information As Your Guide On Release Dates

TORONTO

EGLINTON-TIVOLI

"Tycoon" (R-K-O), Technicolor, with John Wayne and Laraine Day.

FAIRLAWN-DANFORTH

"Jassy" (E-L), Technicolor, with Margaret Lockwood, Patricia Roc and Dennis Price.

IMPERIAL

2nd week. "The Bishop's Wife" (Goldwyn-R-K-O), with Cary Grant, David Niven and Loretta Young.

LOEW'S

"High Wall" (M-G-M), with Robert Taylor and Audrey Totter.

NORTOWN-VICTORIA

5th week. "Sitting Pretty" (Fox), with Robert Young, Maureen O'Hara and Clifton Webb.

SHEA'S

"The Voice of the Turtle" (W-B), with Ronald Reagan and Eleanor Parker.

UPTOWN

"Black Bar!" (U-I), Technicolor, with Dan Duryea and Yvonne DeCarlo.

MONTREAL

CAPITOL

"Killer McCoy" (M-G-M), with Mickey Rooney, Brian Donlevy and Ann Blyth.

LOEW'S

3rd week. "Unconquered" (Para.), Technicolor, with Paulette Goddard and Gary Cooper.

PALACE

3rd week. "Gentleman's Agreement" (Fox), with Gregory Peck, Dorothy McGuire and John Garfield.

PRINCESS

"T-Men" (Int'l), with Dennis O'Keefe and June Lockhart. Also "Linda Be Good" (Int'l), with Elyse Knox and Marie Wilson.

SNOWDON

3rd week. "Frieda" (E-L), with David Farrar and Flora Robson.

POSITION WANTED

Position wanted as theatre manager or will work in Film Exchange. Have had 15 years' experience in the Theatre and Film business. Hold first class references. I have full working knowledge of 36 mm. and 16 mm. sound projection.

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TORONTO MONTREAL

SAINT JOHN

CAPITOL

"Killer McCoy" (M-G-M), with Mickey Rooney, Brian Donlevy and Ann Blyth.

MAYFAIR

"Nocturne" (R-K-O), with George Raft and Lynn Bari. Also "Glamour Girl" (Col.), with Gene Krupa and his Orchestra.

STRAND

"Western Union" (Fox re-issue), with Robert Young and Randolph Scott.

WINNIPEG

CAPITOL

"Dark Passage" (W-B), with Humphrey Bogart and Lauren Bacall.

GARRICK

"Secret Beyond The Door" (U-I), with Joan Bennett and Michael Redgrave.

LYCEUM

"Wings of the Morning" (Cardinal), Technicolor, with Annabella and Henry Fonda.

METROPOLITAN

"That Hagan Girl" (W-B), with Ronald Reagan and Shirley Temple.

ODEON

"A Double Life" (U-I), with Ronald Colman and Signe Hasso.

VANCOUVER

CAPITOL

2nd week. "Gentleman's Agreement" (Fox), with Gregory Peck, Dorothy McGuire and John Garfield.

ORPHEUM

"Treasure of Sierra Madre" (W-B), with Humphrey Bogart, Walter Huston and Tim Holt.

PARADISE

"Children of Paradise" (Pioneer).

PARK-PLAZA

"A Woman's Vengeance" (U-I), with Ann Blyth and Charles Boyer.

VOGUE

"October Man" (E-L), with John Mills and Joan Greenwood.

**BIGGEST SUNDAY
SINCE "SINBAD" AT
BROADWAY'S PALACE.
N.Y... *HELD OVER!***



and
**BIGGEST BUSINESS IN MONTHS
AT GRAND, CHICAGO... *HELD OVER!***

and
**SENSATIONAL AT THE RIALTO,
SALT LAKE CITY... *HELD OVER!***



First three openings click to Top Tarzan Business across the board . . . as Dave Edwards, Genl. Mgr. of Joseph Lawrence Theatres keys exhibitor comment: "Finest Tarzan we have been privileged to play! Excellent opening and audience reaction!"

**R K O
RADIO
PICTURES**

Sol Lesser presents EDGAR RICE BURROUGHS'

TARZAN AND THE MERMAIDS

starring JOHNNY

WEISSMULLER · BRENDA JOYCE

and introducing **LINDA CHRISTIAN**

Produced by SOL LESSER · Directed by ROBERT FLOREY

Original Story and Screenplay by CARROLL YOUNG

Based Upon the Characters Created by EDGAR RICE BURROUGHS



"THE BEST TARZAN EVER!"

« Capital Story »

By WILL McLAUGHLIN

RETURNING here to star with her home-town skating club in the "Minto Follies of 1948", Barbara Ann Scott refused to confirm the report that she would soon sign one, or other, of the Hollywood contracts recently offered her, until she had completed her present Canadian commitments as an amateur. All of which means that Barbara Ann will be on her way to the Pacific Coast film studios before the snow flies again in these parts. One of the latest offers, made the lovely skating queen, came from Arthur Prinz, director of musical sequences at Warner Brothers. If Miss Scott signs this contract, it will not be with Warner Brothers, but with Mr. Prinz himself. Terms of the latter call for a starting salary of \$2,500 weekly, whether working before the cameras or on tour with an ice revue to be staged by Prinz.

* * *

Ray Tubman, manager of the Capitol Theatre, had his film program interrupted on two nights of the week just ending. On Wednesday, April 21st, Szigeti, the noted violinist, appeared on the seventh concert of the current subscription series. Erna Sack, whose earlier concert date was postponed because of the singer's illness, appeared at the Capitol on April 22nd.

* * *

The Elmdale Theatre, West-end neighborhood house, has been taken over by the congregation of the Anglican parish of St. Matthias for services on Sundays, during the building of the new church on near-by Parkdale Avenue. The Rev. C. H. Roach, rector of St. Matthias, paid high tribute to the management of the theatre for creating a proper church atmosphere, including the erection of an altar on the stage, for the Sunday morning, afternoon and evening services.

* * *

The Italian-made "Open City", starring Anna Magnani, is having a run at the Linden Theatre, an independently owned and operated neighborhood house in the East End.

* * *

Frank Gallop, manager of the Glebe (Odeon) Theatre, is offering his patrons a number of special "first-run" productions at regular Glebe prices. First of the series was the Italian-made "Barber of Seville". Currently showing is the British-made "Nicholas Nickleby", which will be followed by the Canadian-made "Whispering City"; all are booked for full-week runs.

* * *

From the Canadian Odeon sources comes the news that Ross Williams has resigned as assistant manager of the Glebe Theatre, Ottawa, to go into the oil business.

Prairie News

By BRUCE PEACOCK

A NEW agreement providing a 10-cent an hour wage increase and improved working conditions for projectionists, employed at the Capitol, Palace and Grand Theatres in Calgary, was signed by representatives of the motion picture machine operators' union, A.F.L., and the managements of the three theatres.

David Matheson, Edmonton, was conciliator in the negotiations, while O. M. Jacobson, Tacoma, Washington, acted as negotiator for the union.

Under the new agreement, which affects 12 projectionists, four projectionists are to be employed at each of the three theatres, with two working each shift. Each will receive \$56 for a 33-hour week. All work between 8 a.m. and 12.45 p.m. and between 11.45 p.m. and midnight is to be considered as overtime and payable at the time and a half rate.

Projectionists leaving one theatre without receiving their annual holiday, will be paid four per cent of their pay for the period they worked during the year. Their replacements will receive the difference between this amount and the amount due them for the year. This clause of the agreement makes holidays with pay possible despite change in places of employment.

* * *

The Swift Current Saskatchewan Sun carried a front page picture showing F. J. "Jack" Lundholm, Swift Current theatreman, on the Columbia studios lot. With him were Gabe Ward, of the Hoosier Hotshots; Smiley Burnette, cowboy comic, and Calbert Clark, Columbia producer. Mrs. Lundholm accompanied her husband on the Hollywood jaunt.

The triple-bill program has appeared in Eastern Canada as a regular policy, this having been announced by France-Film in taking over the Figaro Theatre in Hull which has been re-named the Cinema de Paris. Three features and a serial are being offered on three days, Wednesday to Friday inclusive, the first of such programs comprising "Thank Your Lucky Stars", "Tarzan and the Huntress" and "The Gentleman from Texas".

* * *

Miss Clay Moore, social secretary of the Royal York Hotel, Toronto, and an intimate friend of Barbara Ann Scott, is the author of a book entitled "She Skated Into Our Hearts", which tells the life story of the lovely and talented Ottawa girl. The book, containing over 30 pictures of important events in the life of the young ice skating champion, is being published by McClelland & Stewart Limited, Toronto.

Two full-length features and two short subjects were rejected by the Alberta censorship board during 1947. Features rejected were "The Devil Thumbs a Ride" and "Brute Force". The shorts were "Scram" and "Let's Go Latin". The annual report of the board said the pictures were rejected because of brutality, sadism and viciousness in the extreme. In addition, the board ordered 117 eliminations from 71 other films.

Board operations during the year resulted in 2,130 35 mm. films and 4,899 16 mm. films being reviewed. There was only one elimination in a 16 mm. film. This involved a picture originating in Russia.

* * *

Tare Rennebohm, stage manager of the Capitol Theatre, Regina, is back on the job after an eight-week layoff. Tare was bedded with pneumonia and pleurisy.

* * *

Forrest Plumb, enterprising manager of Olympia Theatre, Assiniboia, Sask., took a large-sized ad in the Assiniboia Times to report that "Gone With The Wind" was available for showing, if the townspeople wanted to pay slightly advanced prices. "We have taken a definite stand against dollar road show attractions, but "Gone With the Wind" being the greatest picture ever made, and the increase in admission being so little above our regular price, we are contemplating bringing this hit to Assiniboia", the ad said. "We are leaving the decision to you, our patrons". The ad suggested that people send a card, letter or even phone to advise if they wanted to see the picture at increased admissions. At this writing, the decision is not known.

* * *

Lobby renovations are slated for the Royal, Moose Jaw, owned by Theatre Agencies, Ltd., Winnipeg.

* * *

Walter Dohanuk will build a \$30,000 theatre in Two Hills, Alta., construction to start immediately. House will be 34 by 110 feet and of brick and tile construction, with 300 seats, air conditioning and up-to-date projection equipment. The theatre, to be known as the "Lux", will be completed about the end of August.

* * *

The Herbert, Sask., Board of Trade has bought a drill hall from the airport at Swift Current and will use it to house a skating rink, curling rink and theatre.

* * *

Rosedale Theatres Ltd., owners of the Crescent Theatre, Calgary, and Westmount Theatres Ltd., owners of the Plaza, have bought up their leases from the Odeon circuit. Les Litch will continue as manager of both theatres, which are suburban spots and small-seaters.

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for instance:-

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- ★ 3 WEEKS ODEON, WINNIPEG
- ★ 6 DAYS ODEON, VICTORIA
- ★ CHOSEN AS OPENING
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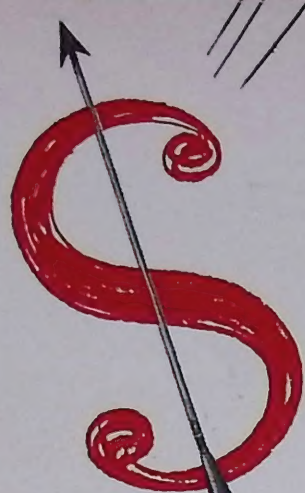
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SOLID NOW
AS WHEN
IT WAS FIRST
RELEASED BY
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Music by **ERICH WOLFGANG KORNGOLD**

